

Scala 5 User's Guide Update

What's new in Release 5.1

March 24, 2010
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Introduction to Release 5.1

Welcome to Scala Release 5.1. This User's Guide Update will give you an overview of what's new in Release 5.1 for Designer, Content Manager, Player, Bridge Server and Ad Manager beyond what is already covered in the Release 5 User's Guides.

Among the headline features for Release 5.1 are:

- Support for Microsoft Windows 7 and Microsoft Windows Server 2008 R2
- New 3D transitions (wipes) with a new panel for choosing transitions in Designer
- Improved Player pairing for IAdea based media appliances
- Support for Templated Messages with IAdea based media appliances
- Added web services API calls for thumbnails and hourly playlogs
- Templated messages can now have an audio file as a data field
- Disk space usage limits can now be set for players
- Support for MPEG-4 ASP in Content Manager for IAdea hardware

Product Updates

Release 5.1 consists of new versions of the entire Scala 5 product line including Content Manager, Ad Manager, Designer, Player, and various EX Modules. Assuming your "Scala Advantage" software maintenance plan is still active, these updates may be downloaded from <http://www.scala.com/updates> or you may request a new DVD from your Scala Certified Partner for a small fee.

Features and Benefits of Release 5.1

Windows 7 Support

Release 5.1 brings Scala's entire product suite in line with Windows 7 and Windows Server 2008 R2. Release 5.1 is still supported under Windows XP for existing systems, but most new computers now only come with Windows 7 as standard.

From a usability perspective, Scala's products behave essentially the way they do under Windows XP. A number of issues that exist for Player and Designer under Vista are resolved with Release 5.1 under Windows 7, including:

- Applications run correctly under limited user accounts without the "User Account Control" dialogs.
- Using the operating system's updated file dialog.

Content Manager did not previously function effectively under Windows Vista, but will now work with Windows 7.

64-Bit Windows Support

Scala is also testing Release 5.1 under 64-bit versions of Windows 7 including Windows Server 2008 R2. To date we have found no problems, but as of this writing, we have not yet completed formal certification for use under a 64-bit OS. In the interim we recommend that you limit use to internal testing and certain pilot projects. On or before June 1, 2010, we expect to have formal certification of 64-bit Windows 7 and 64-bit Windows Server 2008 R2 completed. Status of this certification will be posted at <http://www.scala.com/updates>

Please note that the matching server operating system version to Windows 7 is called “Windows Server 2008 R2”. This is only available in 64-bit editions. Until we are able to certify 64-bit Windows, Windows Server 2003 continues to be the recommended server platform.

Microsoft Vista

Release 5.1 should function using Vista since the changes we made for Windows 7 will help under Vista as well. However, Scala Designer 5, Player 5, and Content Manager 5 are primarily being tested against Windows 7 only. Our recommendation is to pass over Vista, and move straight to Windows 7 when upgrading the operating system.

Embedded Version of Windows 7

The current version of “Windows Embedded” continues to be based on Windows XP and is now called “Windows Embedded Standard Edition”. Support for Windows 7 embedded version, now called “Windows Embedded Standard 2011”, is expected before the end of 2010.

Issues Under Windows 7

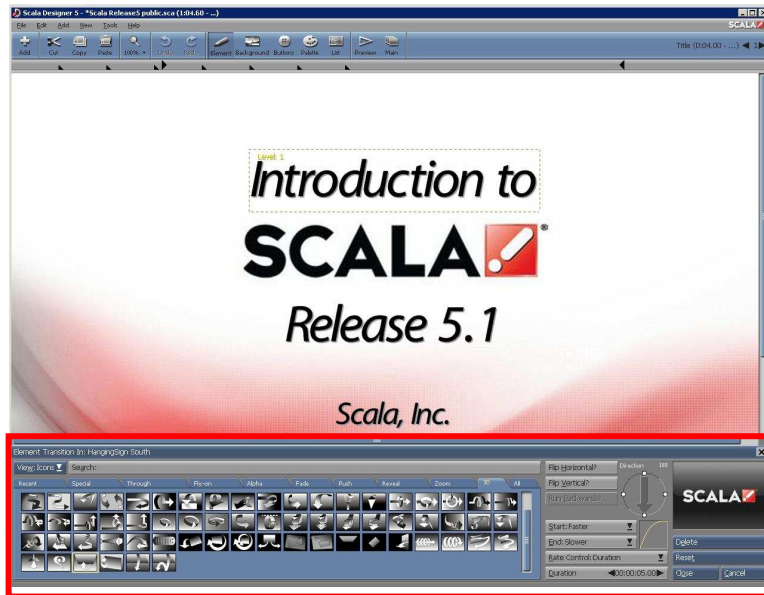
Audio line-in is not currently supported under Windows 7.

For most display devices, Windows 7 does not offer so-called “spanning modes”, where two screens appear as a single display. Designer and Player can still display across multiple screens, however the frame-synchronization on the second screen is not available. (The performance hit seen under Windows XP with Designer on the second screen is no longer a problem under Windows 7). Certain display adapters (e.g. the new ATI 3-output adapter) do support spanning modes.

If you have questions about hardware recommendations and configurations, please contact your Scala Certified Partner for specifics.

Transitions Improvements

Release 5 brought many exciting and vibrant new transitions. Release 5.1 rounds out the selection with almost 100 new effects and another group of IC3 effects are now possible.

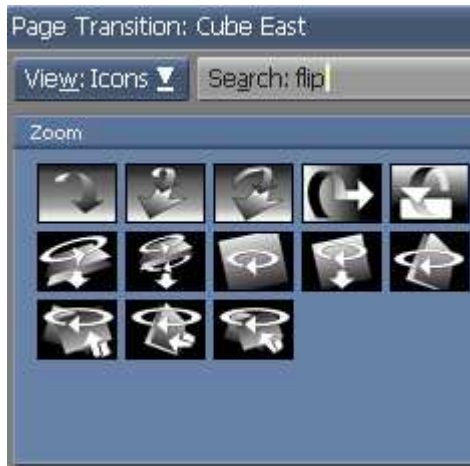


Because there are more transitions to choose from, we made it easier to find the effect you're looking for. Release 5.1 improves the transitions panel to offer:

- a live "transition visualizer" area that animates the effect you're browsing



- the ability to search for transitions by name, or by part of a name (e.g., find all transitions that include “flip” in their name)



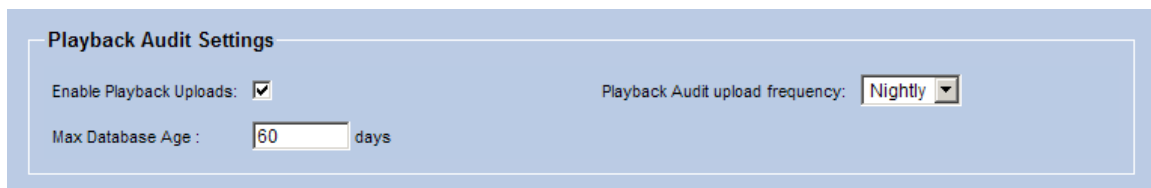
- a tab containing an automatic collection of your recently-used transitions

Other Features and Benefits of Release 5.1

Playback Audit Enhancements including Integration

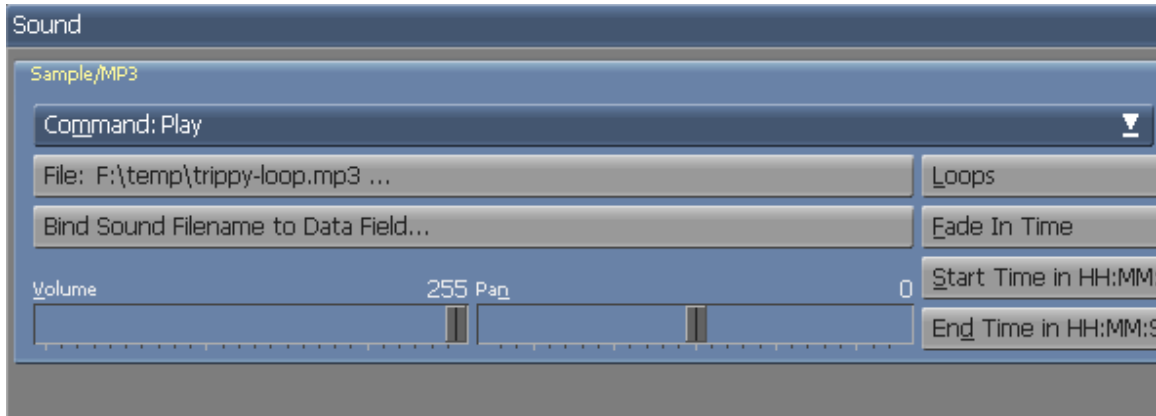
Release 5 added flexible Playback Audit reports to Content Manager. Using Web Services, advanced users can now pull playback audit data back into their own systems, for further processing, or highly customized reports. This will allow integrations for business analytics, and custom reporting. As well, individual playback times (not just aggregated information) are available through web services. For more information on web services, please visit <http://developer.scala.com>.

Up through Release 5, Players have been returning their proof-of-play data nightly. With Release 5.1 there is an option on the **Network > Distribution** screen for more frequent data-returns. Having more recent data is good for many purposes, and especially for time-sensitive business analytics.

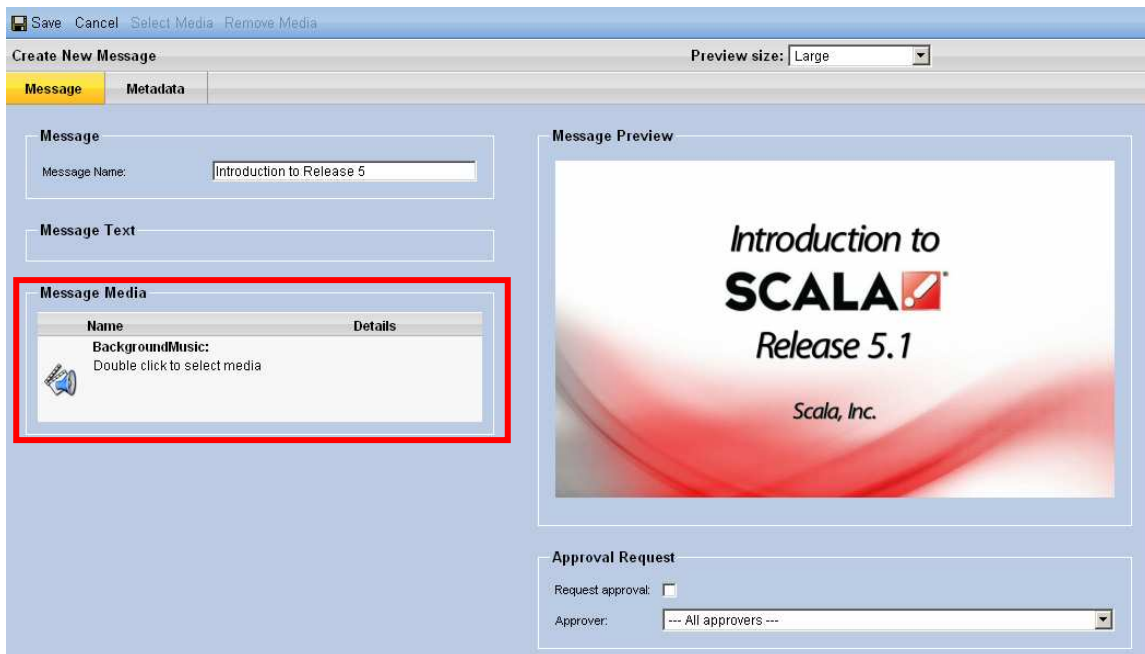
A screenshot of the "Playback Audit Settings" form. It has a light blue background. The form contains three settings: "Enable Playback Uploads:" with a checked checkbox, "Playback Audit upload frequency:" with a dropdown menu set to "Nightly", and "Max Database Age:" with a text input field containing "60" and the word "days" next to it.

Templates with Selectable Audio

Using Scala Designer, your design professional can make an engaging template that embodies great visual design and advanced scripted behaviors. Now in the **Sound** panel you can bind the filename of a sound to a data field.



In Content Manager, users can easily enter text and select pictures or videos to be placed into that template to make their own customized message. With Release 5.1, we've added the ability to include selectable audio files as part of the template.



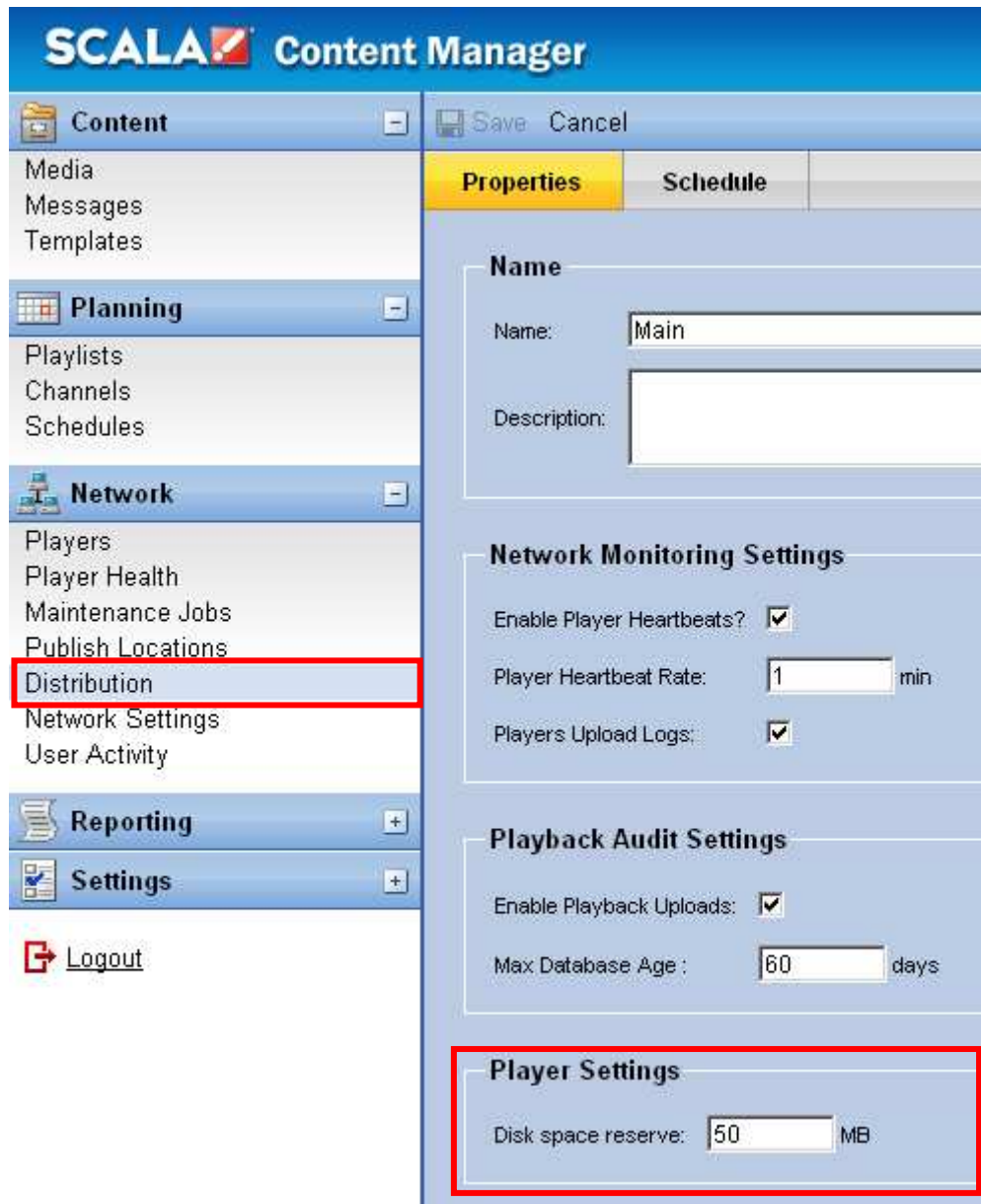
Player Disk Space Management

An emerging class of playback device is the solid-state PC, often embedded in the display. Some of these devices, including Samsung's new DXn, UXn and CXn models, have very little disk space (e.g. only 4GB of Flash memory), which, after loading the operating system and associated files, leaves very little space for content. In such a

constrained environment, our player could potentially fill the disk during content updates or other activity, and this could leave the system in a difficult state.

In support of such devices, Scala Player now respects and preserves a **disk space reserve** amount, helping to ensure that “Players play”.

To set the disk space reserve for your network, go to the **Distribution** screen under **Network**, select a distribution server, then click **Properties**, then enter the desired reserve as shown below.



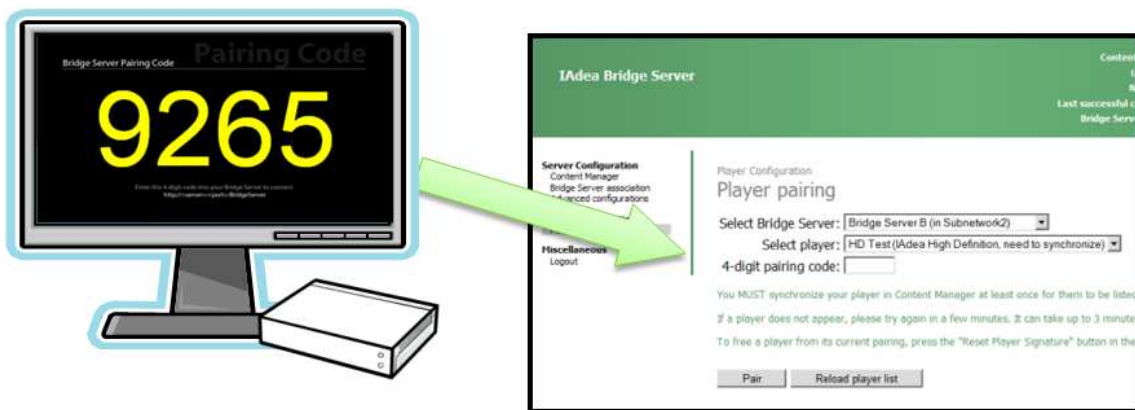
The screenshot shows the SCALA Content Manager interface. The left sidebar contains a navigation menu with sections: Content (Media, Messages, Templates), Planning (Playlists, Channels, Schedules), Network (Players, Player Health, Maintenance Jobs, Publish Locations, **Distribution**, Network Settings, User Activity), Reporting, and Settings. A red box highlights the 'Distribution' item in the Network section. The main content area shows the 'Properties' tab for a distribution server named 'Main'. The 'Name' field is 'Main' and the 'Description' field is empty. Below this are sections for 'Network Monitoring Settings' (Enable Player Heartbeats? checked, Player Heartbeat Rate: 1 min, Players Upload Logs: checked) and 'Playback Audit Settings' (Enable Playback Uploads: checked, Max Database Age: 60 days). A red box highlights the 'Player Settings' section at the bottom, which contains the 'Disk space reserve' field set to 50 MB.

Idea Bridge Servers support Hosted Content Managers

The IAdea Bridge Server now supports multiple networks, so that a single Bridge Server can be used with multiple Hosted Content Managers on a single Scala Hosting Server.

Simplified Pairing of IAdea Players

To simplify deployment of IAdea media appliances, a new player pairing mechanism is introduced in Release 5.1 and Bridge Server release 1.6. When first connecting an IAdea media appliance, you must enter the URL of the Bridge Server on the device either by keyboard, web page, or USB memory stick. Once the device has connected with the Bridge Server, the display will show a simple four digit pairing code. From the new Web user-interface of the Bridge Server, simply enter this four digit code and selects the appropriate player from the drop down list, and click “pair” in order to connect the device.

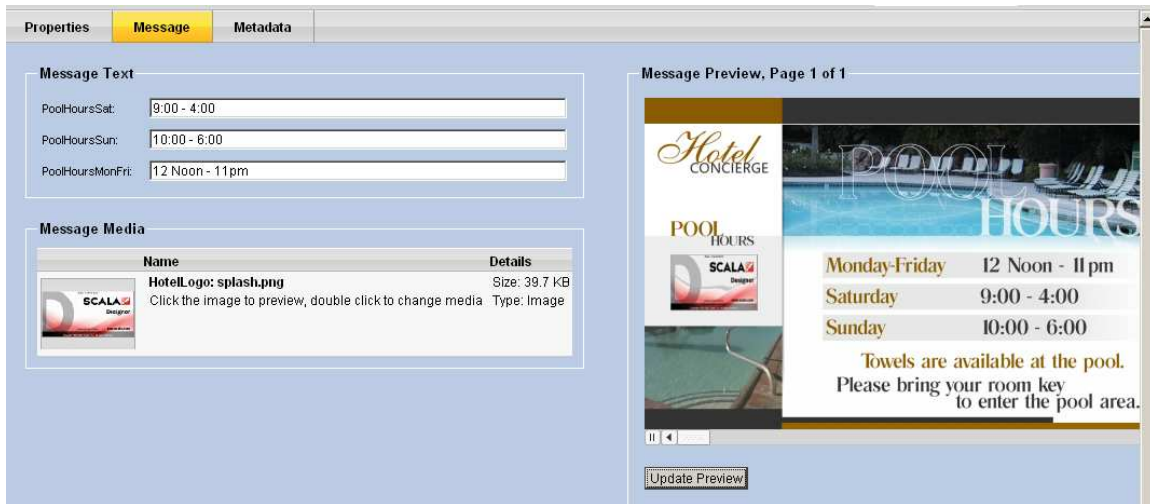


This simplifies how players in the field get assigned to player records on the server, during initial setup. When setting up many players for a network, it may be easier to enter the URL of the Bridge Server via USB Memory stick. Please see the documentation that came with your IAdea media appliance for further information.

Support for Templated Messages on IAdea Media Appliances

With Release 5, IAdea media appliances were limited to playing a simple playlist of videos and stills. In Release 5.1, using Bridge Server 1.6, you are now able to add templated messages to any IAdea playlist. The Bridge Server automatically converts each message into a JPEG and forwards that down to the media appliance.

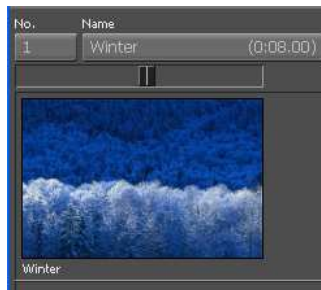
This extended functionality allows simple messaging to be used on any IDea device, such as a “Message of the Day” in addition to other videos and stills.



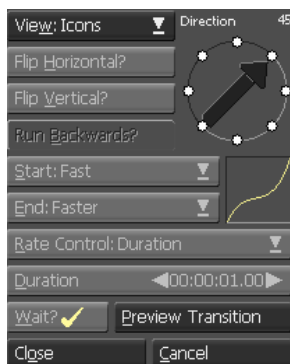
Usability Improvements

Release 5.1 includes the following usability additions:

- Resizing page-thumbnails in Designer is much faster.



- It is now easy to set your gradient or transition direction to common angles such as 0, 30, 45 degrees. Simply hold the **Shift** key while adjusting the direction arrow. .



- Starting with Release 5, Designer calculates the duration of pages and events. With Release 5.1, this information is now displayed in the Timing column, for easier viewing.



Miscellaneous Features and Fixes

In addition to the new features of Release 5.1, Scala brings a wide range of additional fixes and benefits that are more narrowly targeted.

- Photos uploaded into Ad Manager will automatically be scaled to a reasonable size
- Richer status/error reporting from IAdea media appliances.
- Thumbnails of media items with variables such as !date or !time will be rendered with the date/time that the thumbnail was created. Also, if a media item has transparency, the thumbnail image will be shown with a checkerboard background.
- Tooltips have been added in the Content Manager user interface to better explain audio ducking behavior.
- Playback Audit reports in Content Manager allows the user to select the language for the report. Handling of media names, player names, etc., in other languages is fixed. This module now requires Java Runtime 1.6.
- When using Remote Publish Locations, Daylight Savings Time changes on the FTP server will no longer cause a new revision of media items to be sent to all players.
- Changes to a Playlist in Content Manager are now only committed when saved (instead of being treated as a live change).
- The MPEG-2 and H.264 codecs have been updated for higher performance and better compatibility. We also improved our de-interlacing capabilities.
- Improved Flash compatibility and playback.
- Various new Python support modules have been added. Please see <http://developer.scala.com> for more information.
- When you maximize the List panel in Designer, it no longer covers the toolbar.
- Fixed a problem where sometimes the chroma-key transparent color picker in Designer would not work.
- When audio ducking ends, the volume is now restored smoothly over a short duration instead of instantly.

A complete list of all fixes and improvements is contained in the product release notes, at <https://license.scala.com/readme/ReleaseNotes.html>.

SAMI Update for Ad Manager

SAMI is a system for fleets of vehicles that have static outdoor advertising on them, e.g. buses or delivery-trucks. SAMI tracks the actual routes driven by these vehicles, and correlates that with traffic data to compute estimated impressions for advertisers. Our SAMI customers are currently using an older version of Charting Pro.

With Release 5.1, they can upgrade to the current Ad Manager release, which will give them many additional features. The key new feature is the recently added rate-card support. Additionally SAMI now supports various newer GPS devices including Navman Wireless, DataTrail, and a few others.

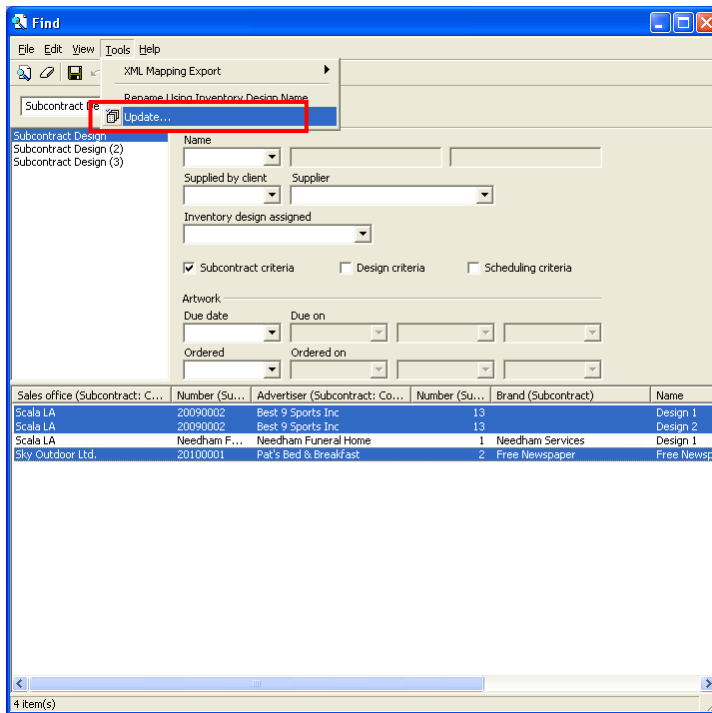
Other Ad Manager Improvements

Release 5.1 addresses a number of improvements to Ad Manager which will benefit static customers, and in some cases digital customers. These changes include:

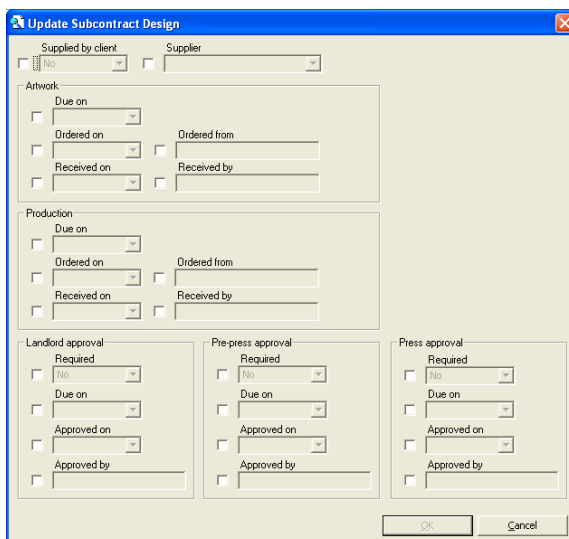
- Ad Manager is now available in Japanese.
- Ad Manager currently tracks physical design inventory (for example: supply of the physical media used for billboards). Release 5.1 allows the user to easily link to those screens and data from the subcontract screens where new reservations are being planned. Additionally there are improvements for tracking when new production has been ordered and what production is missing.
- Release 5 added rate card features for static signage, and now we have updated various standard reports to include rate-card based information.

Subcontract Designs can be Multi-selected and Updated

In Release 5.1 the user now has the capability to multi-select several Subcontract Designs from a listing and then run the Update Tool to modify and/or add data. This can be done from any listing of Subcontract Designs.

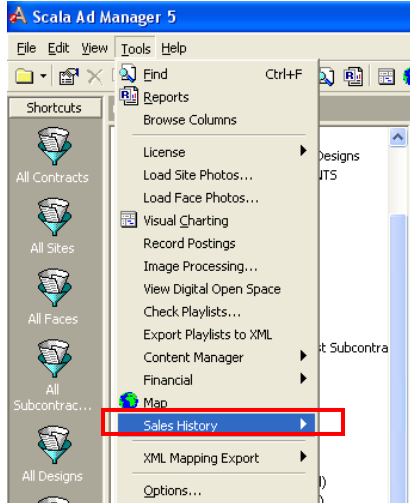


When the Update Tool is run, it allows the user to add and/or modify production and approval information for the selected Subcontract Designs.



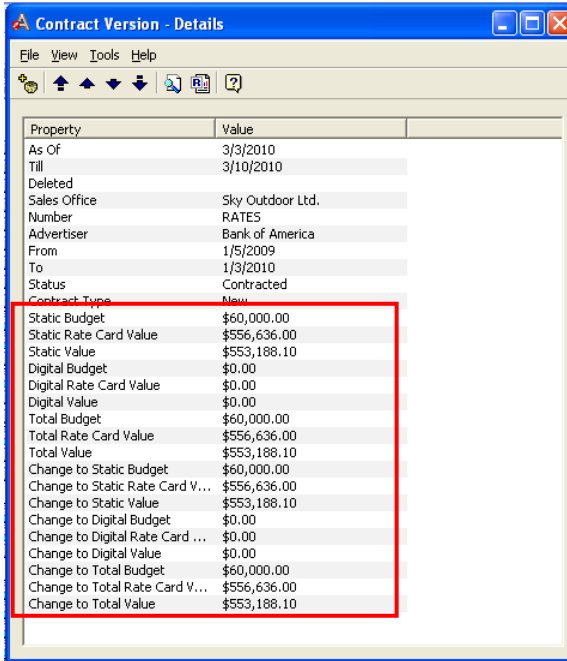
Sales History Module now captures Budget and Rate Card Values

For those users who use the Sales History Module, it now captures Budget and Rate Card Values when the “Capture” is run.



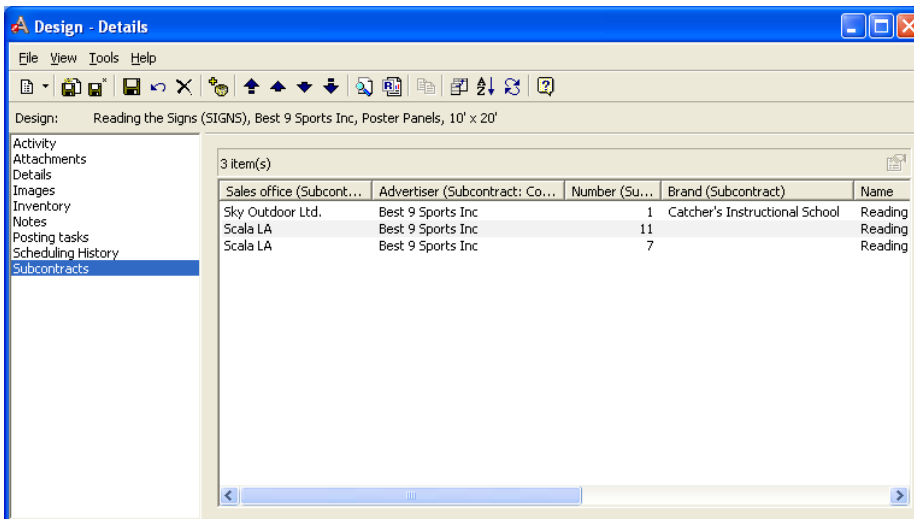
Once the Capture is run, these values can then be displayed in a list of Contract Versions and in the Contract Summary.

As Of	Till	Number	Advertiser	From	To	Static Budget	Static Rate Card Value	Static Value	Total Budget	Total Rate Card Value	Total
5/14/2009	10/2/2009	20070009	Alroids Mints	1/2/2008	1/29/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	10/2/2009	20070010	McDonalds Inc.	11/27/2000	11/26/2001	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	656666...	7 Eleven Food Stores	7/7/2008	7/7/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	IB001	Alexander Keith's	1/1/2008	12/31/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	IB002	Bank of Nova Scotia	1/1/2008	12/31/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	IB003	Toyota	1/1/2008	12/31/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	Ethnic...	Business Depot	11/13/2008	11/12/2009	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20090004	Pat's Bed & Breakfast	3/9/2009	6/28/2009	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	Private ...	Private Practice Medical Cen...	11/17/2008	3/8/2009	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20080002	Circuit City	11/13/2008	11/12/2018	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20090001	St. John's College	1/26/2009	2/22/2009	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20090002	Best 'n' Sports Inc	2/9/2009	2/7/2010	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20070064	Needha...	1/5/2020	3/4/2020	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	200500...	Air Canada	5/30/2005	5/28/2006	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20070064	Kohl's Department Stores	11/19/2007	2/10/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	20070065	Nine West	2/4/2008	3/2/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009	3/3/2010	3P001	Menards	1/5/2009	1/4/2010	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10/2/2009	3/3/2010	RATES	Bank of America	1/5/2009	1/3/2010	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10/2/2009	3/3/2010	RATES#2	Barnes & Nobel	8/3/2009	9/27/2009	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8/3/2010	3/10/2010	RATES	Bank of America	1/5/2009	1/3/2010	\$60,000.00	\$556,656.00	\$553,188.10	\$60,000.00	\$556,656.00	\$553,188.10
5/14/2009		123	7 Eleven Food Stores	7/24/2003	8/23/2003	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200300...	T.G.I. Fridays	4/1/2003	11/30/2003	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200300...	R & J HONDA	1/1/2003	8/1/2003	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200500...	Crabtree & Evelyn	2/1/2005	1/31/2006	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200500...	Ruth Chris Steak House	3/1/2005	2/28/2006	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200500...	Gateway Computers	11/12/2005	12/31/2005	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200600...	Coke	10/1/2006	10/30/2006	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20070003	Ford Motor Company	8/1/2007	1/31/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20070004	McDonalds Inc.	6/18/2007	7/15/2007	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20070005	Chase-Manhattan Bank	7/15/2007	9/8/2007	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20070006	Dell Computers	9/1/2007	11/23/2007	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20070007	Family Footwear	8/1/2007	8/28/2007	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20070008	Budweiser	12/3/2007	1/27/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		R115	Day's Inn	1/5/2004	1/4/2005	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200300...	Air Canada	11/1/2003	1/31/2004	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200500...	7 Eleven Food Stores	1/1/2005	3/31/2005	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		200300...	Applesies	1/19/2003	1/19/2004	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		GF2008...	7 Eleven Food Stores	11/3/2008	11/3/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		20090003	7 Eleven Food Stores	4/1/2009	3/31/2010	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		Georgi...	Wilm-Die	11/13/2008	12/10/2008	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		0000001	J.C. Penny	9/6/2004	10/3/2004	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		0000002	Honda Motors	6/8/1998	7/5/1998	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
5/14/2009		0000003	IBM PC	6/22/1998	7/19/1998	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

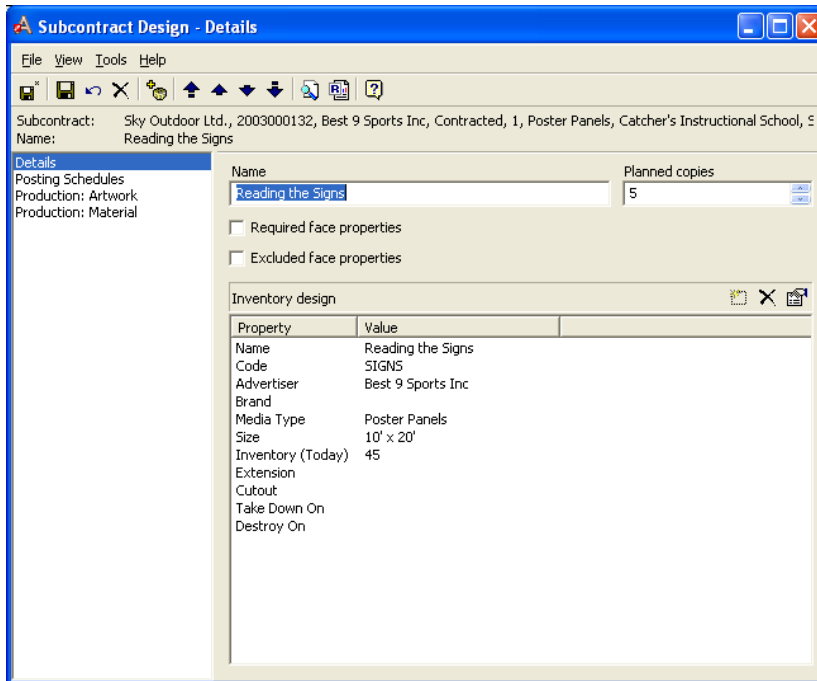


Inventory Designs and Media Sets now have a Subcontracts Page

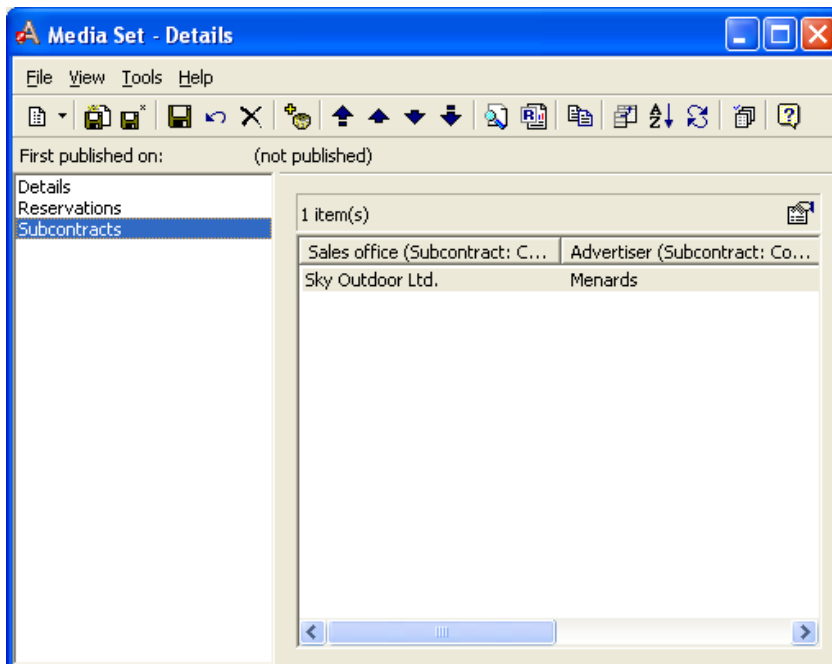
When users are in the Design - Details window, they will see a Subcontracts page that will list all Subcontract Designs to which the Inventory Design has been “linked”.



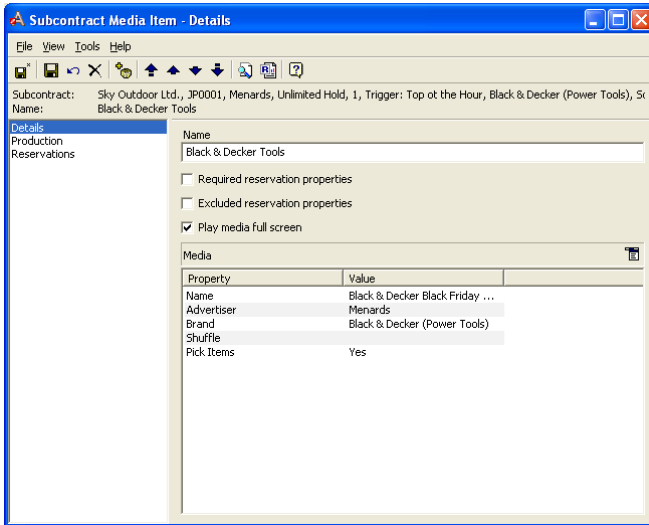
The user can then double click on any one in the list and the Subcontract Design - Details window will appear.



Similarly, with digital Media, the user will see a Subcontracts page when on the Media Set – Details window that will list all Subcontract Media Items to which the Media Set has been “linked” .

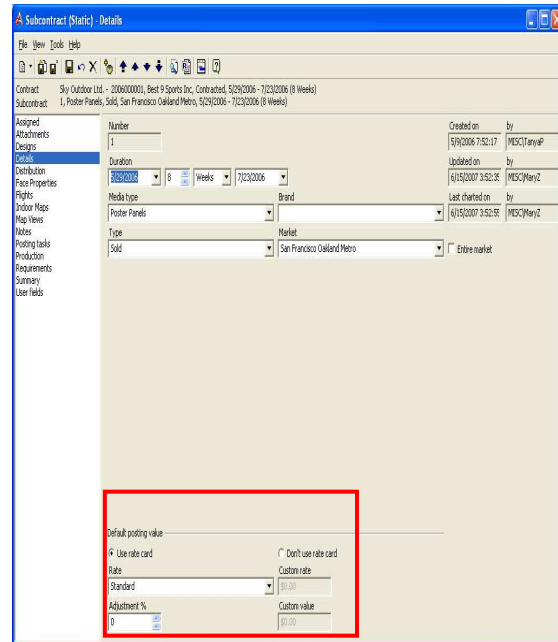
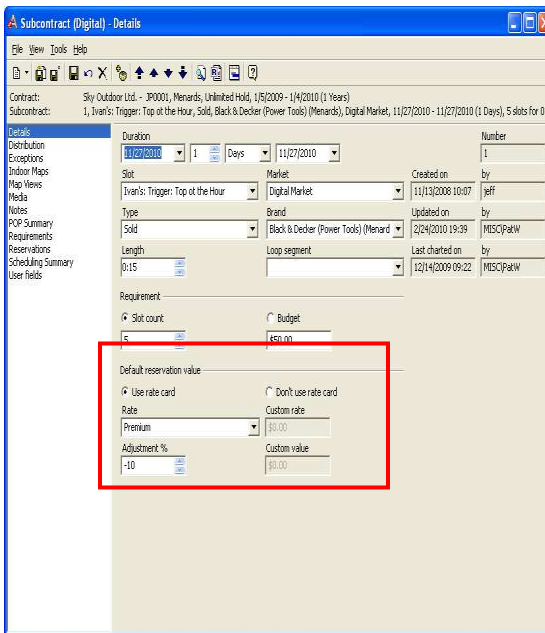


The user can then double click on any one in the list and the Subcontract Media Item - Details window will appear.



Rate Cards now have an adjustment factor or can be ignored

With Release 5.1 users have the ability to adjust Rate Card Values by a percentage or choose not to use them when calculating Value against Static and Digital Reservations. These adjustments are made on the Subcontract (Digital) – Details or Subcontract (Static) – Details window.



When users decide to use Rate Card as the Default Reservation or Posting Value, and select which Rate to use, they can now adjust the selected Rate by entering a plus or

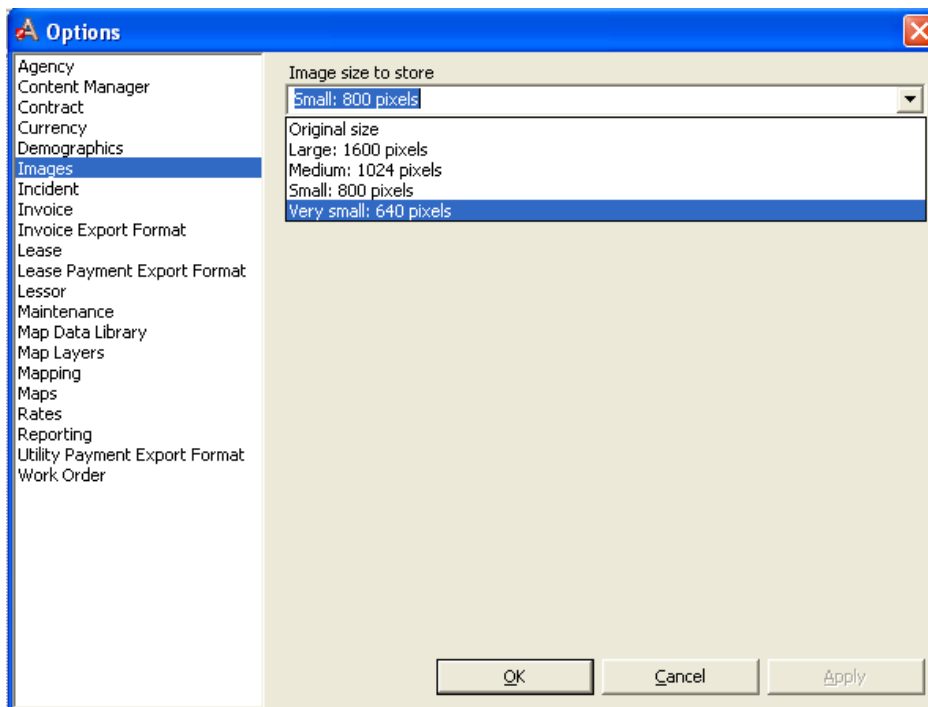
minus (-) number amount in the Adjustment % field. This will adjust the Values accordingly on the Postings or Reservations and can be used to reflect any discounting or agency commissions that may have been applied during the negotiation process.

Furthermore, the users can choose to not use Rate Card when calculating Values on the Reservations or Postings by selecting “Don’t use Rate Card” and entering their own custom rates or values. If the users choose this option, Ad Manager will use the Custom Rate/Value in the calculations on the Reservations and Postings.

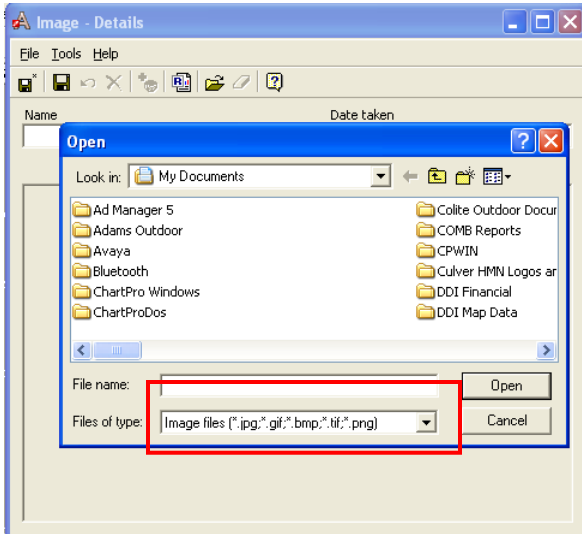
Image Sizing added to Options Page

When users are setting up their Options for Ad Manager, they can now choose a preset maximum size for imported images. Images that are larger than this preset will be automatically scaled proportionally down to this maximum. Smaller images will remain in their original size. There are four image size options to choose from:

- Original size
- Large: 1600 pixels
- Medium: 1024 pixels
- Small: 800 pixels
- Very Small: 640 pixels

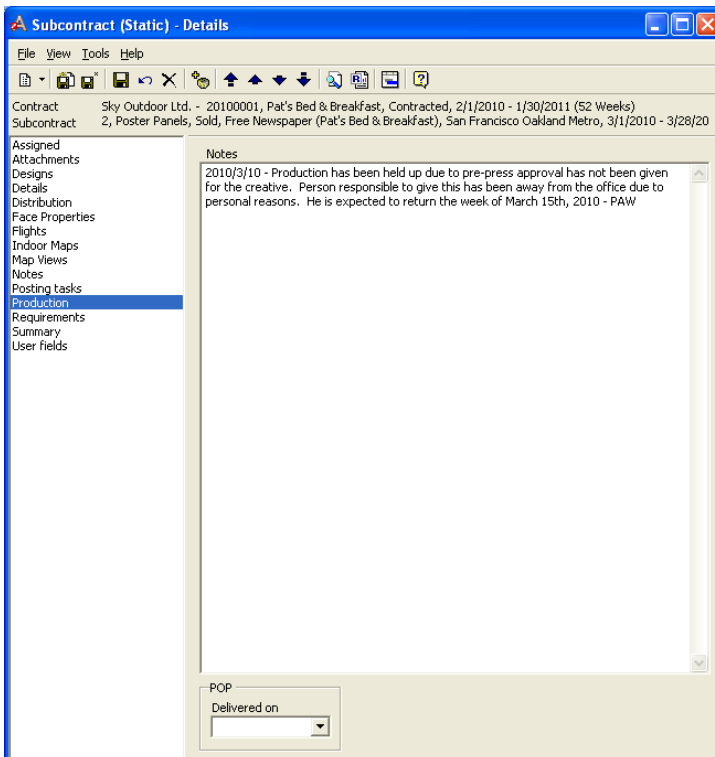


As well, when importing images, additional formats such as TIFF and PNG are now supported and can be imported into to the Images pages.



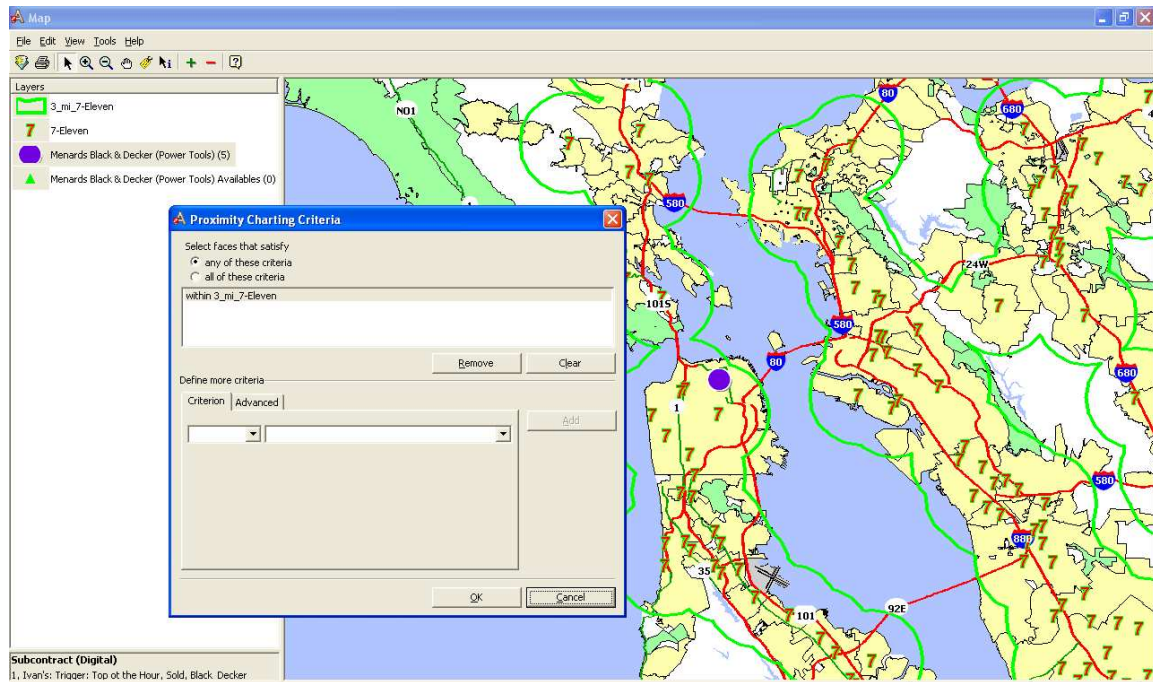
Production Notes can now be added and are visible

In Release 5.1 of Ad Manager users are able to add Notes to the Production page of a Subcontract (Static). These Notes work in a similar manner to any other Notes field.

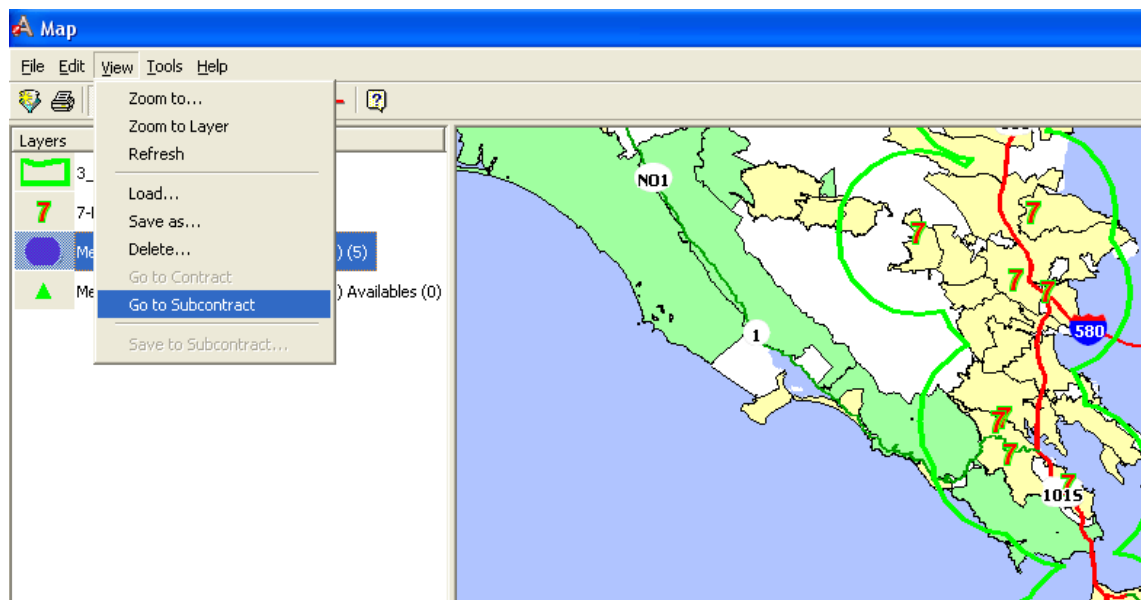


Mapping Enhancements

Users are now able to do proximity charting of Subcontracts (Digital) with Release 5.1 of Ad Manager. This works in a similar manner to proximity charting of Subcontracts (Static) and is done from the Map Tool.

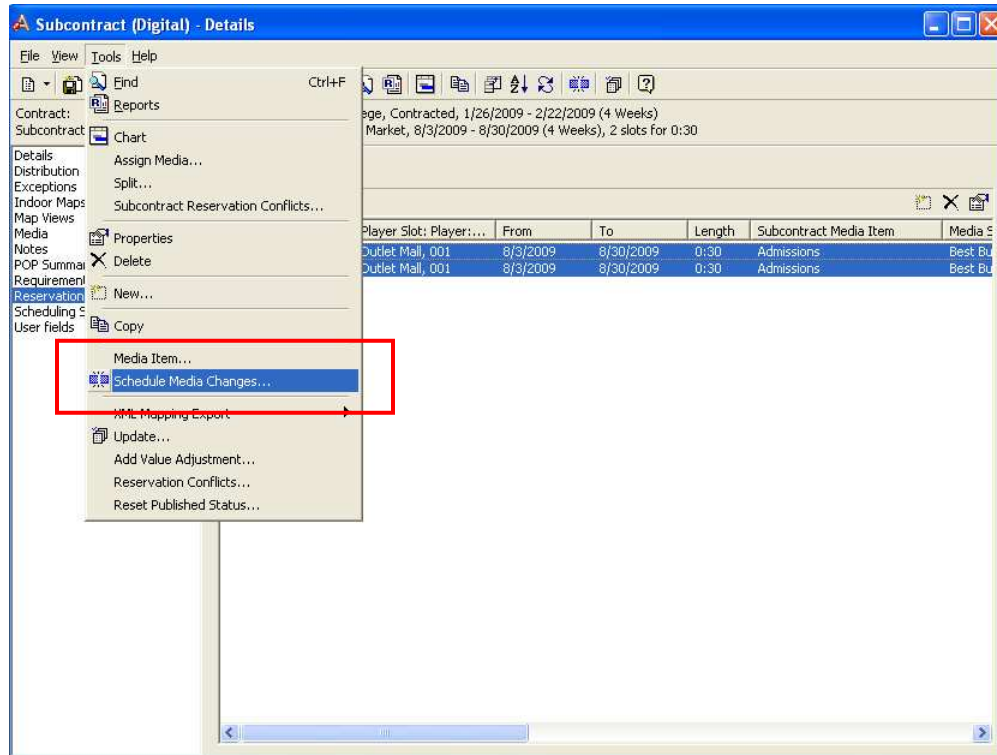


As well, users have new options “Go to Subcontract” or “Go to Contract” under the View menu of the Map Tool, depending upon which object is mapped and selected in the Layers.

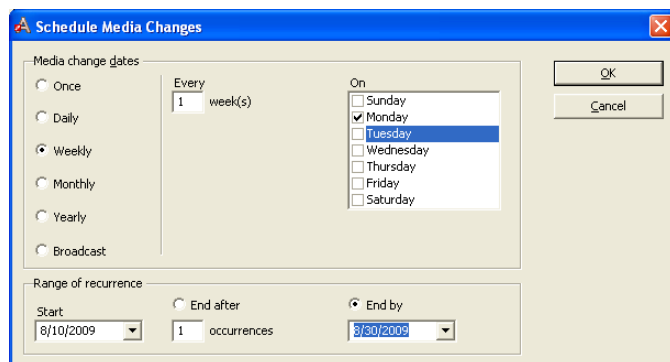


Media Change Tool Now Available for Digital Reservations

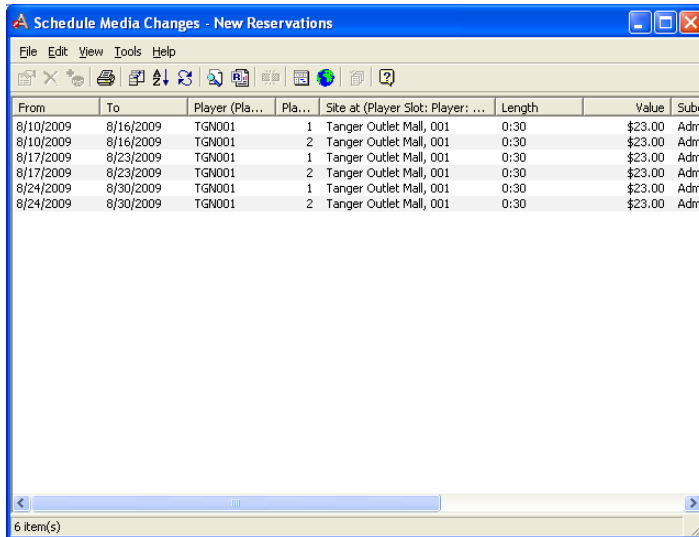
A new Tool was added for Digital schedulers which allows the user to schedule Media Changes to Reservations that have already been scheduled and may be currently running on a playlist. The user highlights the reservations of the Subcontract (Digital) and launches the Tool from either the Toolbar or menu item.



Once the tool is launched, users then enter when the media change(s) is to take place.



Ad Manager will break the selected existing reservations with the corresponding dates.

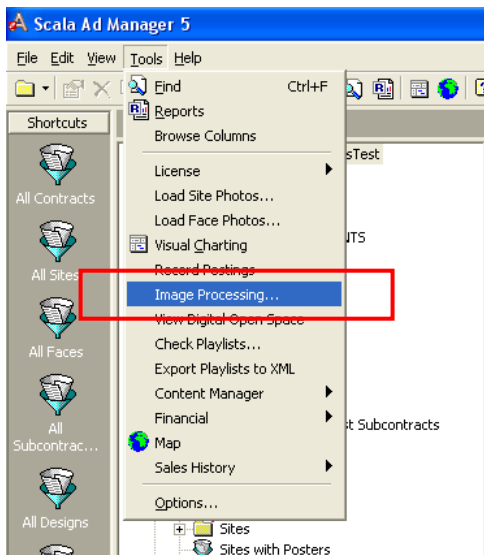


From	To	Player (Pla...	Pla...	Site at (Player Slot: Player: ...	Length	Value	Subc
8/10/2009	8/16/2009	TGN001	1	Tanger Outlet Mall, 001	0:30	\$23.00	Admi
8/10/2009	8/16/2009	TGN001	2	Tanger Outlet Mall, 001	0:30	\$23.00	Admi
8/17/2009	8/23/2009	TGN001	1	Tanger Outlet Mall, 001	0:30	\$23.00	Admi
8/17/2009	8/23/2009	TGN001	2	Tanger Outlet Mall, 001	0:30	\$23.00	Admi
8/24/2009	8/30/2009	TGN001	1	Tanger Outlet Mall, 001	0:30	\$23.00	Admi
8/24/2009	8/30/2009	TGN001	2	Tanger Outlet Mall, 001	0:30	\$23.00	Admi

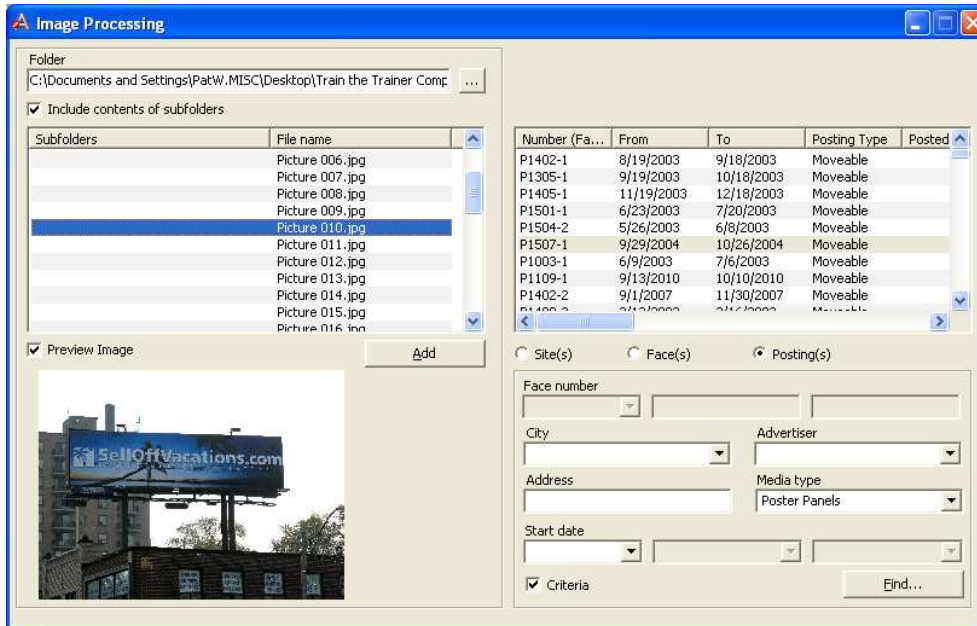
The user can then add the new Media to these newly created reservations.

New Image Processing Tool Available

There is a new Tool under the Tools Menu that will allow ease of adding photos to Sites, Faces or Postings.



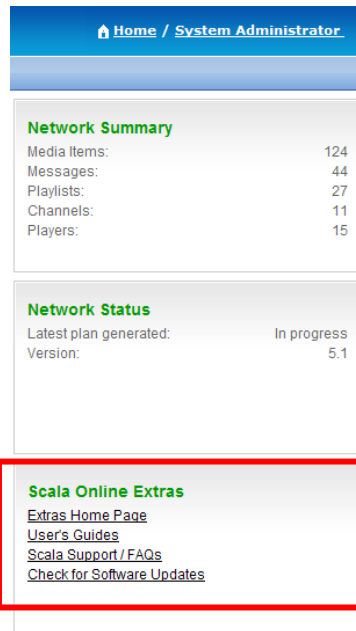
Once the Tool is launched, the users identify the folder that contains the images, then select the image(s) from the list, and either click and drag or click the <Add> button to add single or multiple images to either Sites, Faces or Postings.



New Online Resources for Content Manager

With the Release 5.1, we are pleased to introduce a new website called “Scala Extras” at <http://www.scala.com/extras>.

A link to this new webpage and related information is located on the home screen of the Content Manager as shown.



The “Extras Home Page” is an online resource of Content, Templates, Clipart and Tools that can be easily downloaded to enhance your Scala Content Manager. Nearly 3GB of Content, Templates and Clipart are also available on the product DVD to save you the time of downloading these items separately.

By clicking on “User’s Guides” you will be able to download and view the latest end user documentation from Scala on all of our products.

The “Scala Support/FAQ” link brings you to our support portal, which provides answers to many frequently asked questions for each of our products.

Finally, if you are logged in as an Administrator, a fourth link is provided to “Check for Software Updates”. This takes you to <http://www.scala.com/updates> with your Content Manager serial number included. Please note that software updates are only provided to users that have subscribed to the “Scala Advantage” program. One year of Scala Advantage is included with your initial purchase of Scala software. Additional years are available for purchase from your Scala Certified Partner.

Script Toolkits available with Release 5.1

With Release 5.1, we are including on the Extras Home Page access to a variety of “Script Toolkits”, which provide additional feature functionality to the base Content Manager. Script Toolkits consists of script “building blocks” that can be used by a sufficiently trained technical resource to build sophisticated applications without needing to start from scratch. These Script Toolkits are provided “as-is” and may require further customization to meet your needs. If you need help configuring one of these Script Toolkits, please contact your authorized Scala Certified Partner for a quote.

A short description of each is as follows:

Enhanced RSS Script Toolkit – A series of templates that allow you to easily add an RSS feed to a Crawl, Sidebar or Main area of your screen. Simply load these scripts into Designer, make whatever cosmetic changes you desire (fonts, color schemes, etc.), and publish this to your Content Manager. Then login to your Content Manager and create a new Message. Select the RSS Template, enter your URL, select a variety of options and save. It’s that easy.

Scala Browser Script Toolkit – Two scripts are included with this Script Toolkit. The first is a full screen web browser run from the Launch Module with command line parameters for URL, timeout and if the navigation bar is hidden or not. The second captures a snapshot of a URL for display in a playlist as a PNG file.

PDF Print Script Toolkit – This includes an executable program that is run from the Launch Module that allows you to print PDFs from your application. This works best with older versions of Acrobat Reader such as 5.X and 6.X.

National Weather Service Script Toolkit – The US Government maintains a website of regional weather stats in the United States. Access to this information is free of charge, but not as detailed as you might get from a paid service with forecast information. This contains a series of templates for displaying the current weather conditions by zipcode either as a crawl, sidebar or main area.

CSV Schedule Script Toolkit – Using this Script Toolkit with a “Comma Separated Value” (CSV) file from Excel or other program, you can easily import a meeting or event schedule into Scala and display it with a pleasing graphical design. The fields supported here are name of event, name of group, start time, start date, stop time, stop date, and location name.

Useful Templates – Many of the above Script Toolkits use a similar style for displaying information in the crawl, sidebar or main area. This collection of templates is designed with the same look and feel, and is easily added to a Content Manager playlist. Five different templates are included – A basic message template, a video and picture template, a time & date template, a TV Tuner template (TV Tuner hardware and TV Tuner EX Module are sold separately), and a Windows Media Streaming Video template.



Scala may, from time to time, modify, add or remove Script Toolkits from the Extras Home page.

Other more sophisticated Script Toolkits are available from your Scala Certified Partner for an **additional fee**, and can be customized to your requirements. These include:

DataCall Script Toolkit – customizable newsfeed support program for news, weather, sports, stocks, horoscopes, and more. <http://www.datacalltech.com/products/> A subscription fee is charged for this service.

AccuWeather – The world’s leading weather authority has developed a customized weather feed exclusively for Scala. This also includes newsfeeds from the Associated Press. For more information, visit <http://www.accuweather.com/scala> A subscription fee is charged for this service.

Triggers Script Toolkit – This sophisticated collection of scripts allows you to connect Scala to a variety of trigger sources such as file triggers, network triggers, RSS triggers or even synchronize players together.

Meeting Room Script Toolkits – Scala has developed support for both Newmarket’s Delphi product and Polyvision’s RoomWizard product. With these toolkits, Scala is able to automatically retrieve meeting room schedules and display them on a large LCD.

Building Directory Script Toolkit – Need an interactive building directory or wayfinder? This collection of scripts could be a good starting point.

With these more sophisticated Script Toolkits, technical assistance is generally required. Please contact your Scala Certified Partner for a quote. He will be more than happy to provide you with a sophisticated turnkey solution customized to you for any of these Script Toolkits.

We would like to thank you for choosing Scala as your digital signage platform of choice and hope that you enjoy the many new features and benefits of Release 5.1. For further information on Scala’s products and services, please visit us on the web at <http://www.scala.com>.